

Rep Order#	6867992	Ver#	1	Status	New	Traffic Order#	10/25/2012 3:50 PM	Printed:	4 of 6
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EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/25/2012 3:50 PM

4 of 6

Last Received: 10/25/2012 12:11 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () .AMERICAN CROSSROADS

Product American Crossroads

Estimate# 1287

Buyer
Noelle Ramsey

Phone

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1287

Flight Dates
10/31/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	56	M	5P-530P	WAVY NEWS10-5<	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
Rating: 5.0												
	57	W	530P-6P	WAVY10NWS-5.30<	:30	\$2,500.00	10/31-10/31	1	1	1	\$2,500.00	
Rating: 5.8												
	59	F	530P-6P	WAVY10NWS-5.30<	:30	\$2,500.00	11/02-11/02	1	1	1	\$2,500.00	
Rating: 5.8												
	60	M	530P-6P	WAVY10NWS-5.30<	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
Rating: 5.8												
	62	TH	6P-630P	WAVY NEWS10-6<	:30	\$3,000.00	11/01-11/01	1	1	1	\$3,000.00	
Rating: 7.6												
	64	M	6P-630P	WAVY NEWS10-6<	:30	\$3,000.00	11/05-11/05	1	1	1	\$3,000.00	
Rating: 7.6												
	66	SU	6P-7P	WAVY NW10 SUN1	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
Rating: 3.2												
	67	W	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
Rating: 4.8												
	68	TH	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
Rating: 4.8												
	69	F	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	11/02-11/02	1	1	1	\$2,000.00	
Rating: 4.8												
	70	M	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
Rating: 4.8												

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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	71	W	730P-8P	INSIDER<	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
Rating: 4.3												
	72	TH	730P-8P	INSIDER<	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
Rating: 4.3												
	73	F	730P-8P	INSIDER<	:30	\$2,000.00	11/02-11/02	1	1	1	\$2,000.00	
Rating: 4.3												
	74	M	730P-8P	INSIDER<	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
Rating: 4.3												
	75	F	9P-10P	GRIMM-NBC	:30	\$5,000.00	11/02-11/02	1	1	1	\$5,000.00	
Rating: 4.3												
	76	F	10P-11P	DATELINE FR-NBC	:30	\$3,000.00	11/02-11/02	1	1	1	\$3,000.00	
Rating: 3.7												
	78	W	11P-1135P	WAVY NEWS 10@11	:30	\$2,500.00	10/31-10/31	1	1	1	\$2,500.00	
Rating: 4.3												
	79	TH	11P-1135P	WAVY NEWS 10@11	:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
Rating: 4.3												
	80	F	11P-1135P	WAVY NEWS 10@11	:30	\$2,500.00	11/02-11/02	1	1	1	\$2,500.00	
Rating: 4.3												

---REPORT TOTALS---

Report Totals: 50 / \$88,200.00

---SALES MONTHLY TOTALS---

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Nov 12: 50 / \$88,200.00
Sales Totals: 50 / \$88,200.00
Station Totals: 50 / \$88,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$304,138

CATV	0%	WAVY	29%	WGNT	1%	WPXV	0%	WTKR	25%
WTVZ	0%	WVBT	6%	WVEC	39%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE